



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 06/29/12

Page 1 of 3

Flight Dates 08/06/12-08/12/12Contract / Revision 303359 /Original Date / Revision
06/29/12 06/29/12Advertiser Flake / Republican / US SenaAgency Smart Media GroupBuying Contact814 King Street - Suite 400
Alexandria, VA 22314-3039Product
Flake For SenateAgency Com 15%
Billing Contact814 King Street - Suite 400
Alexandria, VA 22314-3039Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # 806812Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-6Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market ValueCompeting Station % of Order Amount

CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	46	\$19,061.25	\$22,425.00	0.00	07/30/12	08/12/12	46	\$19,061.25	\$22,425.00
Totals	46	\$19,061.25	\$22,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	11111--		5				\$225.00		0.00			
2	KNXV	08/11/12	08/11/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$100.00		0.00			
3	KNXV	08/12/12	08/12/12		CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00



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Print Date: 06/29/12

Page 2 of 3

**KNXV-TV
PHOENIX**

Contract / Revision 303359 Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 06/29/12/ 06/29/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU 430pm-5pm											
				SU 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$100.00		0.00			
4	KNXV	08/06/12	08/10/12	M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	22222--					10	\$150.00		0.00			
5	KNXV	08/07/12	08/09/12	M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1-1---					2	\$450.00		0.00			
6	KNXV	08/06/12	08/10/12	M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-1-1--					3	\$450.00		0.00			
7	KNXV	08/06/12	08/10/12	ABC World News M-F	CM	5:30pm-6:30pm	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
				ABC World News M-F		(5:28 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-1-1--					3	\$450.00		0.00			
8	KNXV	08/06/12	08/08/12	M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-1----					2	\$450.00		0.00			
9	KNXV	08/06/12	08/10/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	11111--					5	\$600.00		0.00			
10	KNXV	08/11/12	08/11/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$250.00		0.00			
11	KNXV	08/12/12	08/12/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$600.00		0.00			
12	KNXV	08/06/12	08/10/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	11111--					5	\$500.00		0.00			
13	KNXV	08/11/12	08/11/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
				SA 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$250.00		0.00			
E 14	KNXV	08/06/12	08/06/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----					1	\$1,000.00		0.00			
E 15	KNXV	08/08/12	08/08/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----					1	\$1,000.00		0.00			



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Print Date: 06/29/12

Page 3 of 3

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PHOENIX**Contract / Revision **303359** Flight Dates **08/06/12-08/12/12**Hiatus DatesOriginal Date / Revision 06/29/12/ 06/29/12Order Sep 00:20:00Advertiser **Flake / Republican / US Ser** Product **Flake For Senate**Estimate # **806812**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	KNXV	08/08/12	08/08/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----		1				\$1,000.00		0.00			
E 16	KNXV	08/09/12	08/09/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$2,000.00		0.00			
E 17	KNXV	08/09/12	08/09/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$1,500.00		0.00			
18	KNXV	08/10/12	08/10/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1				\$1,500.00		0.00			
E 19	KNXV	08/12/12	08/12/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$1,500.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 46 \$22,425.00